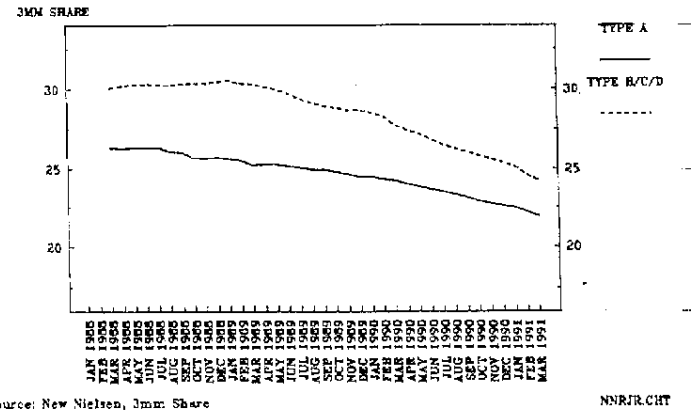
SHARE DEVELOPMENT BY COUNTY TYPE

R.J. REYNOLDS BRANDS

NEW NIELSEN

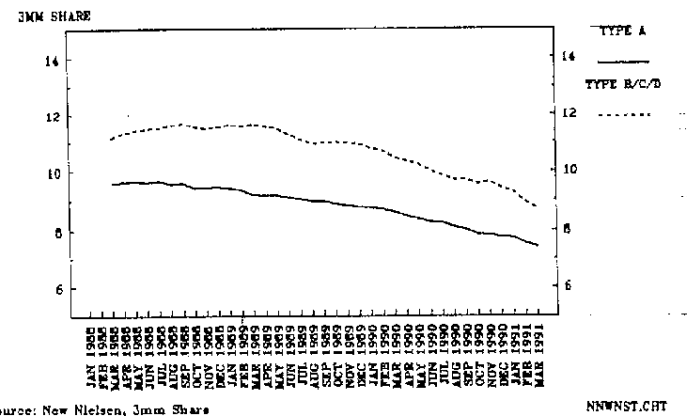
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
R.J. REYNOLDS FULL MARGIN



Source: New Nielsen, 3mm Share

NNRJR.CHT

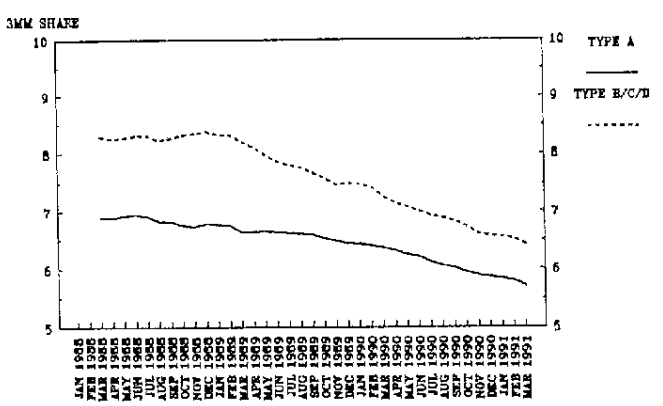
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL WINSTON



Source: New Nielsen, 3mm Share

NNWNST.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL SALEM

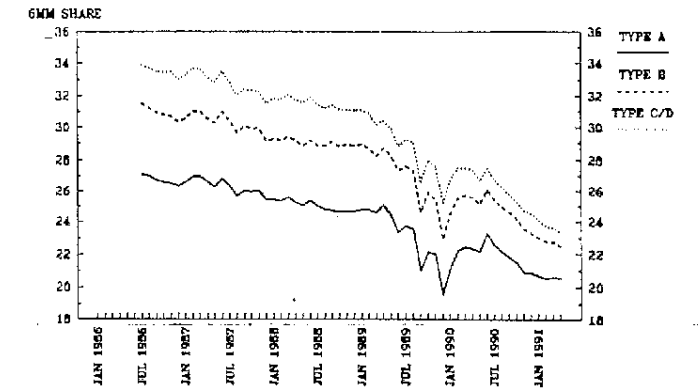


Source: New Nielsen, 3mm Share

NNSLM.CHT

MSA

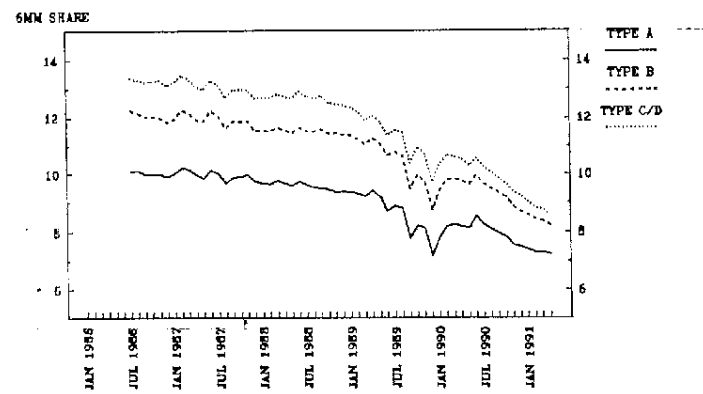
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
R.J. REYNOLDS FULL MARGIN



Source: MSA Data, 6mm Share

MSARJR.CHT

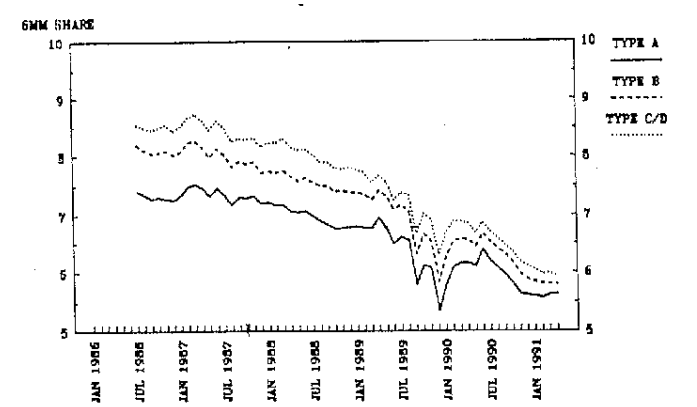
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL WINSTON



Source: MSA Data, 6mm Share

MSAWNST.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL SALEM



Source: MSA Data, 6mm Share

MSASLM.CHT

2046165502

EXHIBIT 5
1 OF 11

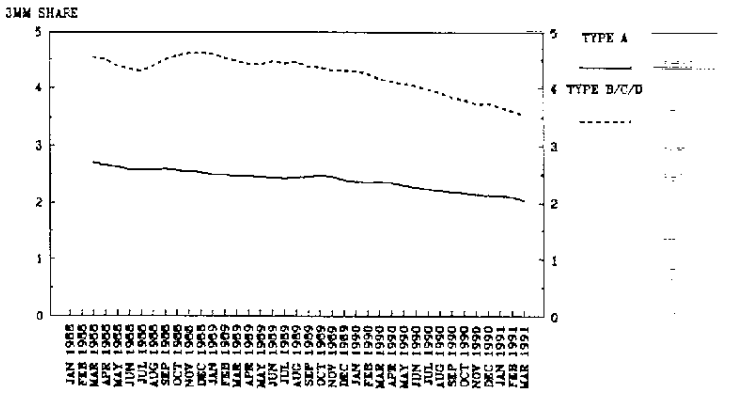
Source: https://www.industrydocuments.ucsf.edu/docs/kndn0004

SHARE DEVELOPMENT BY COUNTY TYPE

R.J. REYNOLDS BRANDS

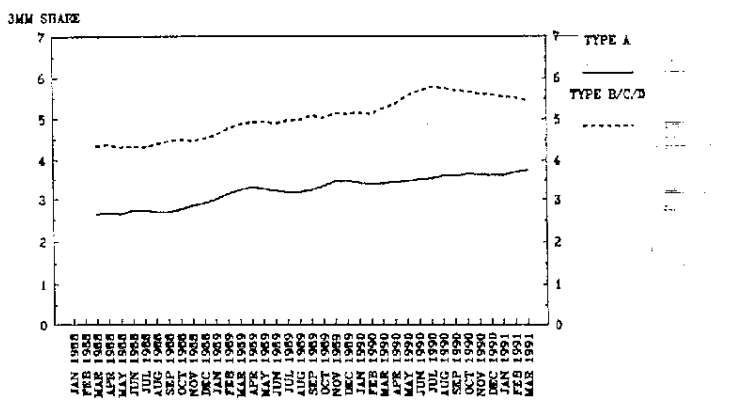
NEW NIELSEN

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL VANTAGE



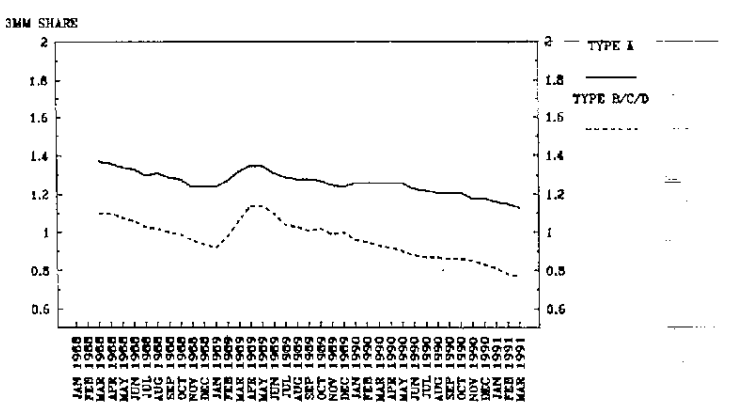
Source: New Nielsen, 3mm Share NNVNTG.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL DORAL



Source: New Nielsen, 3mm Share NNDRL.CHT

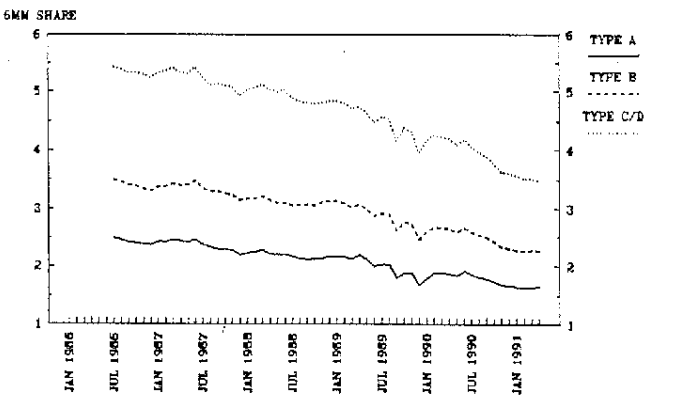
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL MORE



Source: New Nielsen, 3mm Share NNMR.CHT

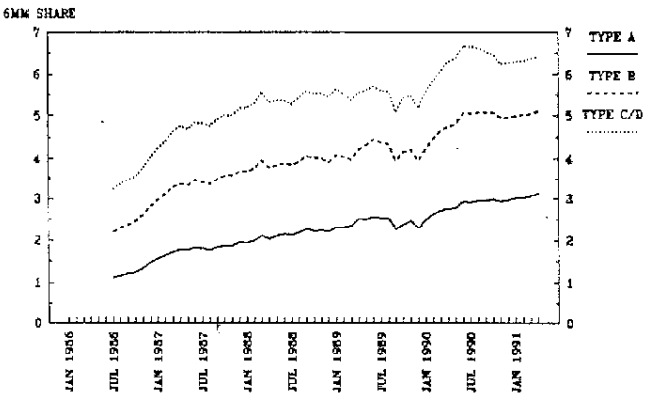
MSA

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL VANTAGE



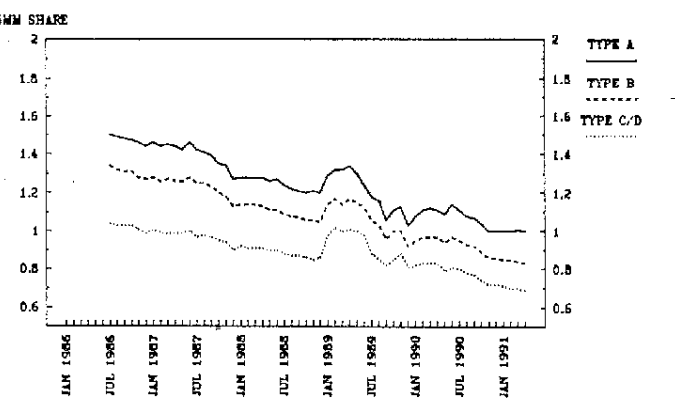
Source: MSA Data, 6mm Share MSAVNTG.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL DORAL



Source: MSA Data, 6mm Share MSADRL.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL MORE



Source: MSA Data, 6mm Share MSAMR.CHT

2046165503

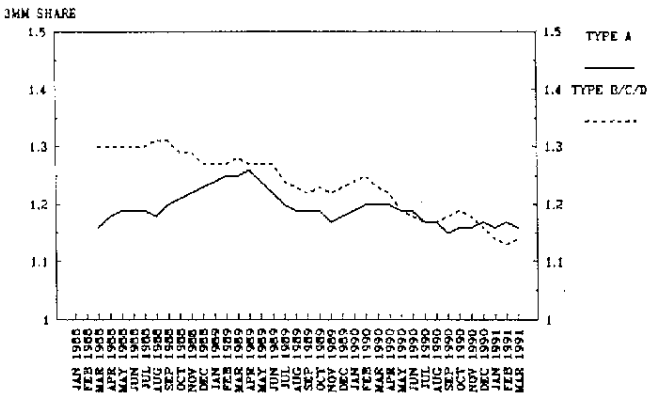
Source: https://www.industrydocuments.ucsf.edu/docs/kndn0004

SHARE DEVELOPMENT BY COUNTY TYPE

R.J. REYNOLDS BRANDS

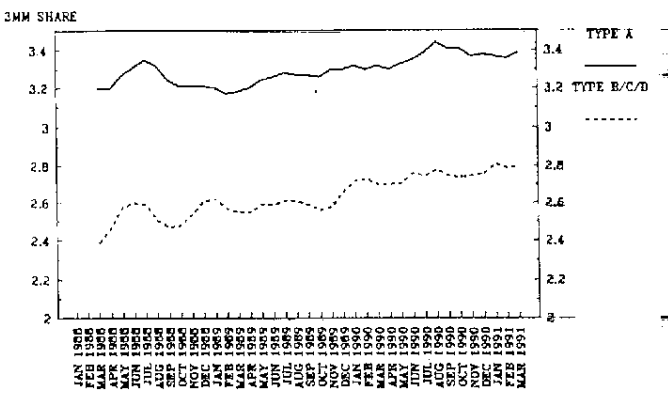
NEW NIELSEN

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL NOW



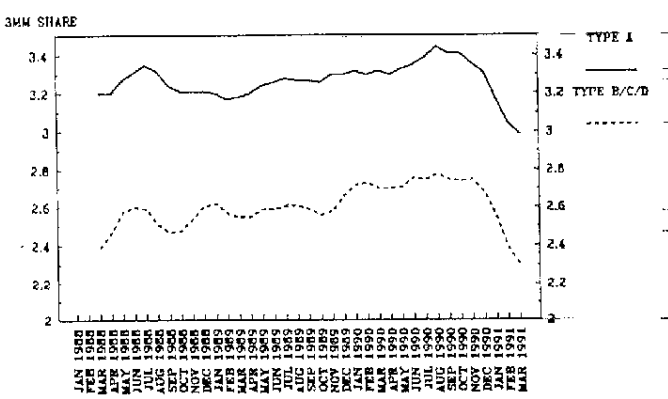
Source: New Nielsen, 3mm Share NNNW.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL CAMEL FILTER



Source: New Nielsen, 3mm Share NNCML.CHT

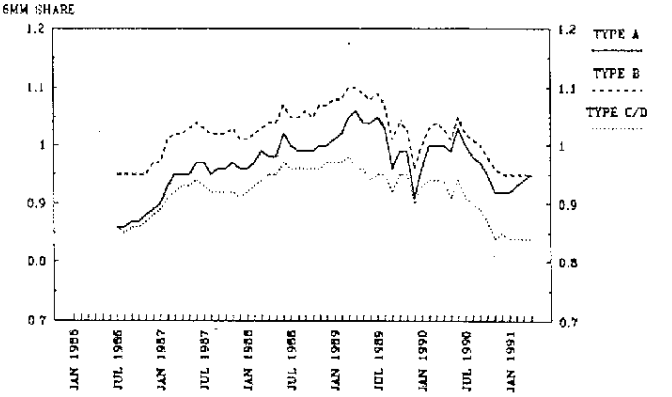
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL CAMEL FILTER LESS ULTRAS



Source: New Nielsen, 3mm Share NNCMLULT.CHT

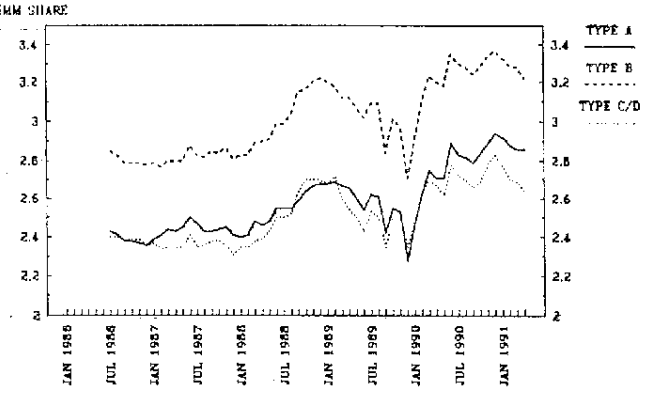
MSA

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL NOW



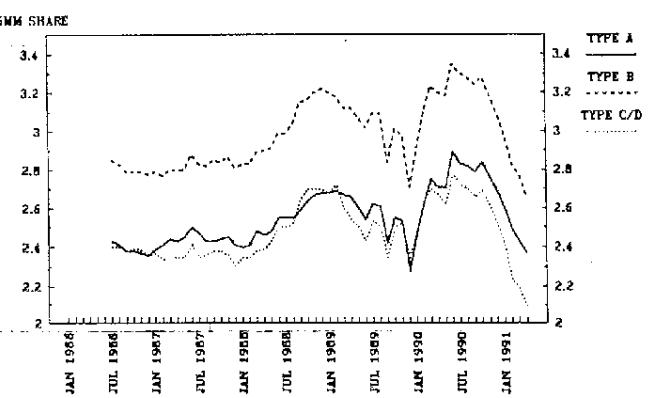
Source: MSA Data, 6mm Share MSANW.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL CAMEL FILTER



Source: MSA Data, 6mm Share MSACML.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL CAMEL FILTER LESS ULTRAS



Source: MSA Data, 6mm Share MSACMLULT.CHT

2046165504

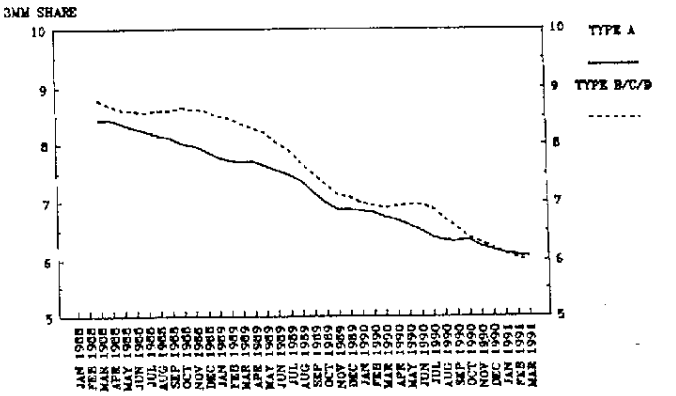
Source: https://www.industrydocuments.ucsf.edu/docs/kndn0004

SHARE DEVELOPMENT BY COUNTY TYPE

BROWN & WILLIAMSON BRANDS

NEW NIELSEN

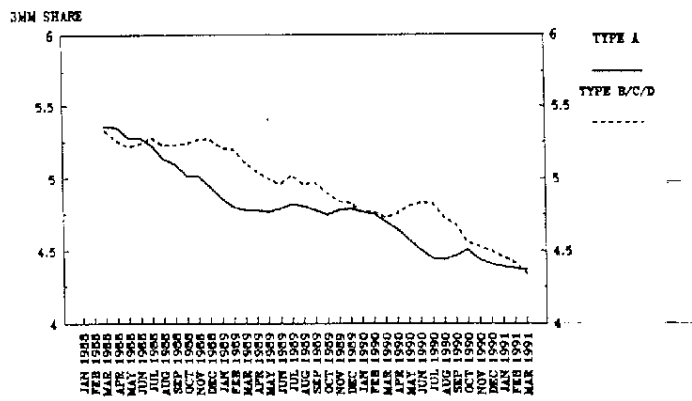
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
BROWN & WILLIAMSON FULL MARGIN



Source: New Nielsen, 3mm Share

NNBW.CHT

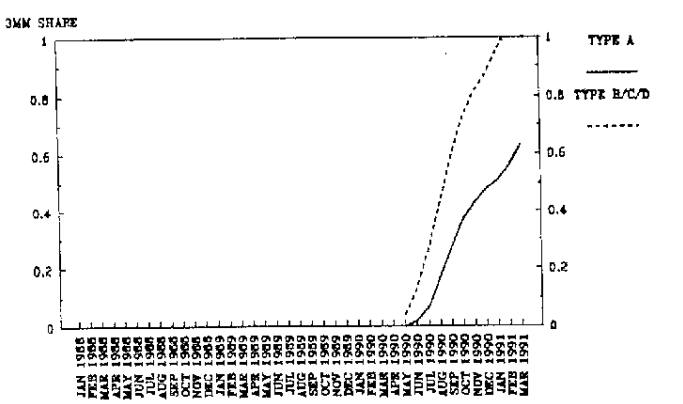
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL KOOL



Source: New Nielsen, 3mm Share

NNKOOL.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL RALEIGH EXTRA

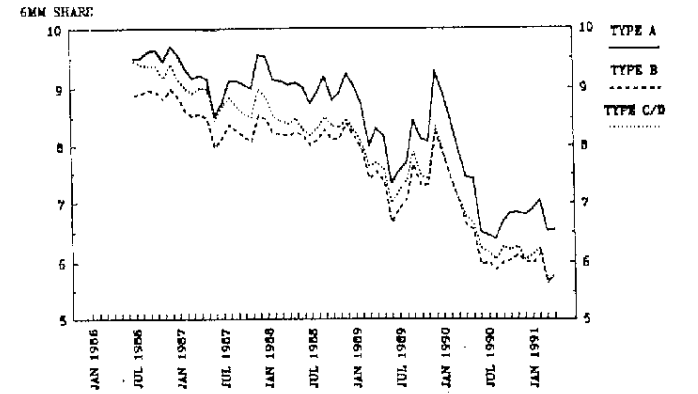


Source: New Nielsen, 3mm Share

NNRLGH.CHT

MSA

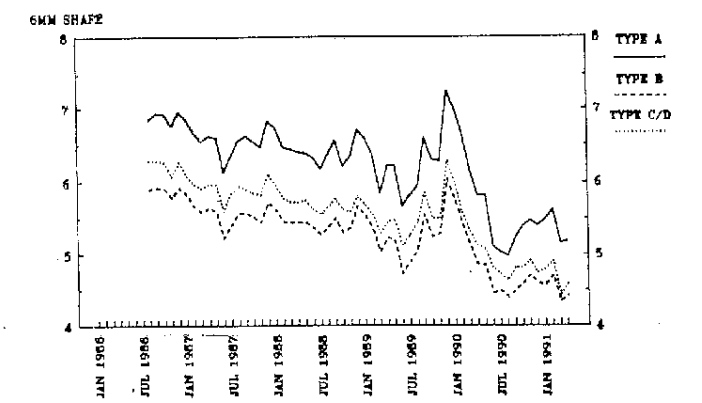
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
BROWN & WILLIAMSON FULL MARGIN



Source: MSA Data, 6mm Share

MSABW.CHT

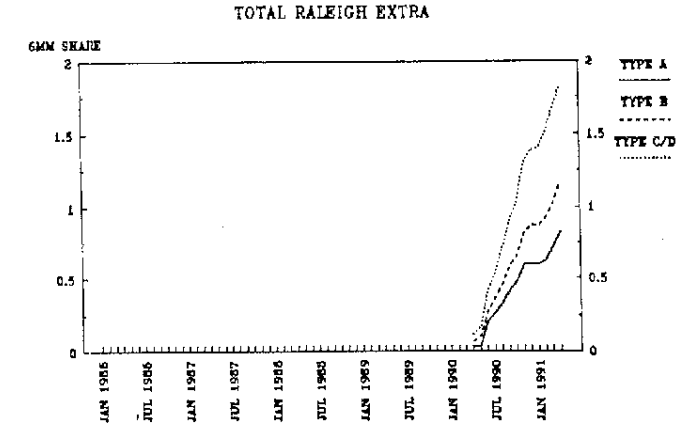
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL KOOL



Source: MSA Data, 6mm Share

MSAKOOL.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL RALEIGH EXTRA



Source: MSA Data, 6mm Share

MSARLGH.CHT

2046165505

Source: https://www.industrydocuments.ucsf.edu/docs/kndn0004

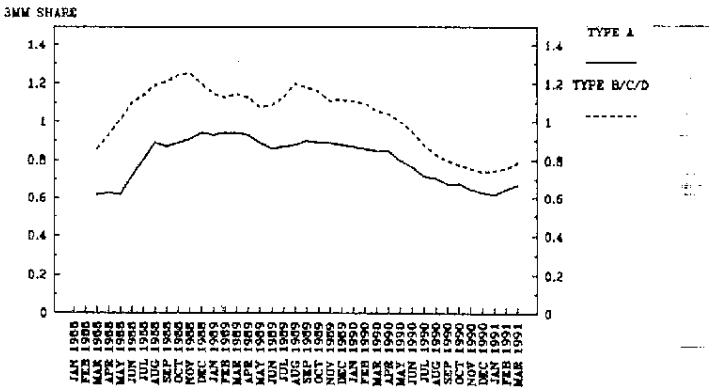
SHARE DEVELOPMENT BY COUNTY TYPE

BROWN & WILLIAMSON BRANDS

NEW NIELSEN

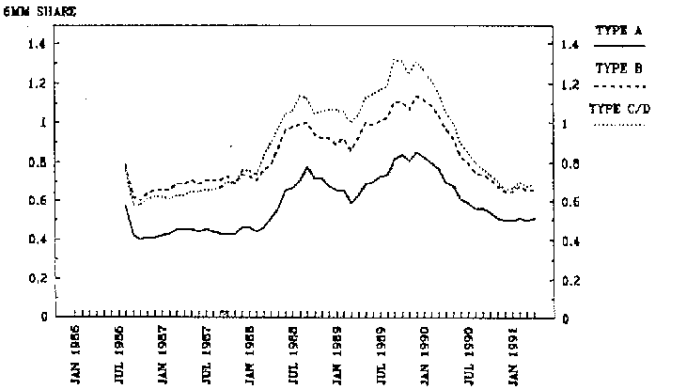
MSA

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL RICHLAND 20/25'S



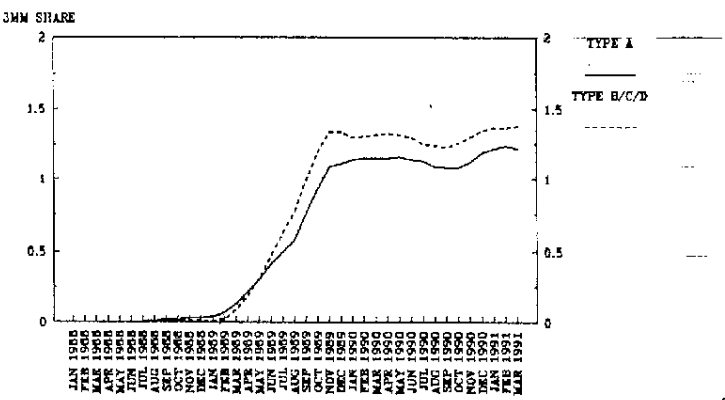
Source: New Nielsen, 3mm Share NNRCH.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL RICHLAND 20/25'S



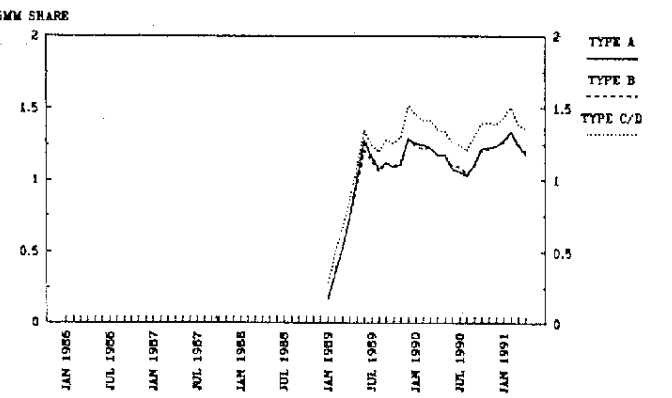
Source: MSA Data, 6mm Share MSARCH.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL VICEROY PV



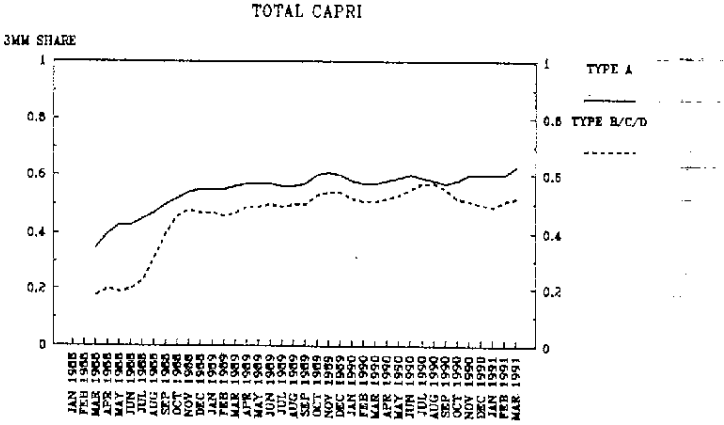
Source: New Nielsen, 3mm Share NNVCRY.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL VICEROY PV



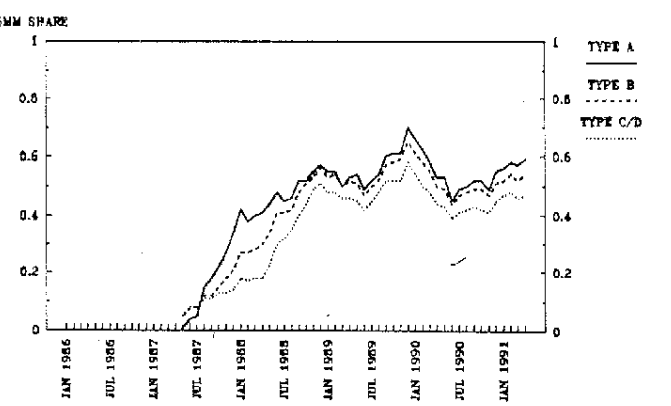
Source: MSA Data, 6mm Share MSAVCRY.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL CAPRI



Source: New Nielsen, 3mm Share NNCPR.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL CAPRI



Source: MSA Data, 6mm Share MSACPR.CHT

2046165506

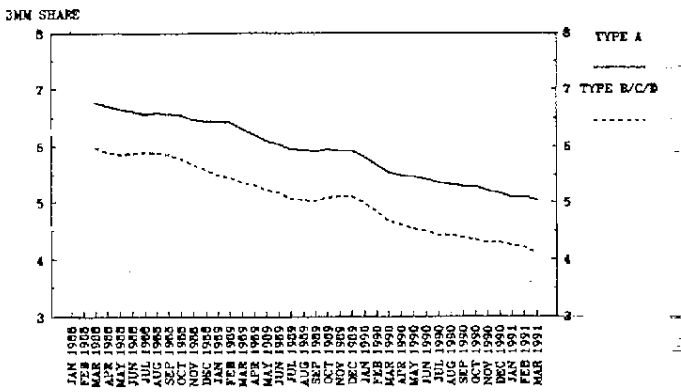
Source: https://www.industrydocuments.ucsf.edu/docs/kndn0004

SHARE DEVELOPMENT BY COUNTY TYPE

AMERICAN BRANDS

NEW NIELSEN

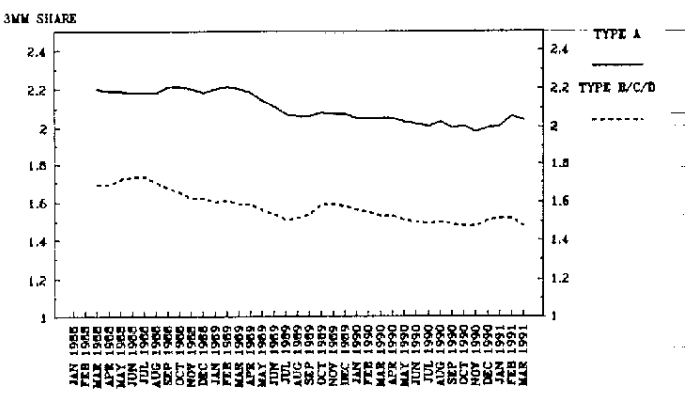
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
AMERICAN FULL MARGIN



Source: New Nielsen, 3mm Share

NNAMER.CHT

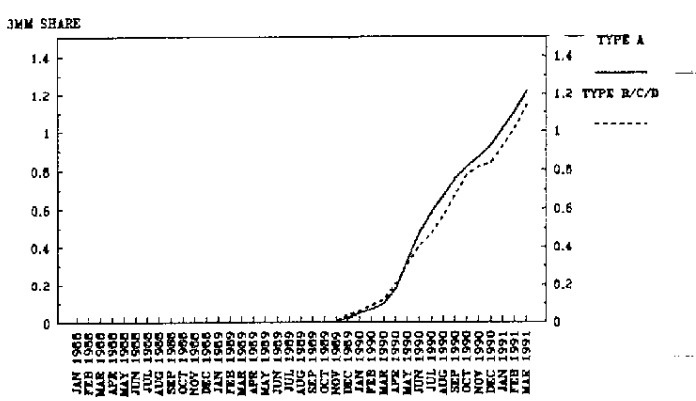
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL CARLTON



Source: New Nielsen, 3mm Share

NNCLR.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL MONTCLAIR PV

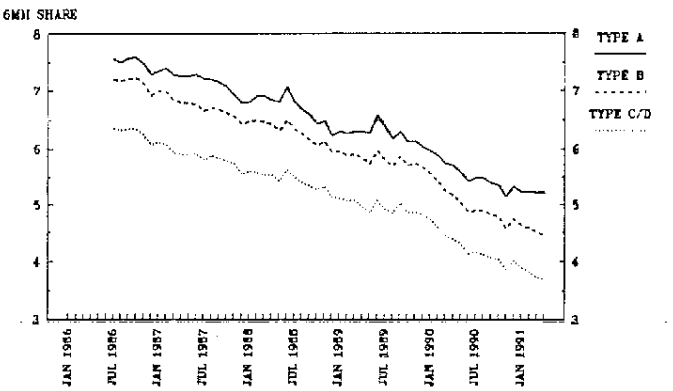


Source: New Nielsen, 3mm Share

NNMNCL.CHT

MSA

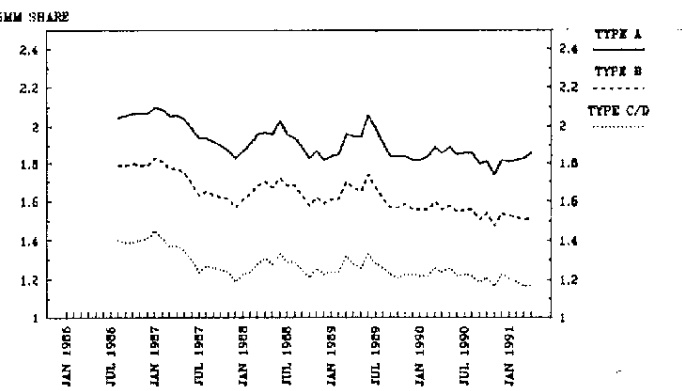
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
AMERICAN FULL MARGIN



Source: MSA Data, 6mm Share

MSAAMER.CHT

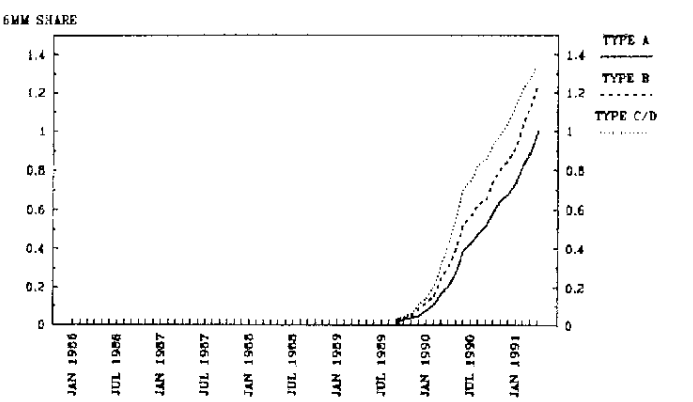
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL CARLTON



Source: MSA Data, 6mm Share

MSACLR.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL MONTCLAIR PV



Source: MSA Data, 6mm Share

MSAMNCL.CHT

2046165507

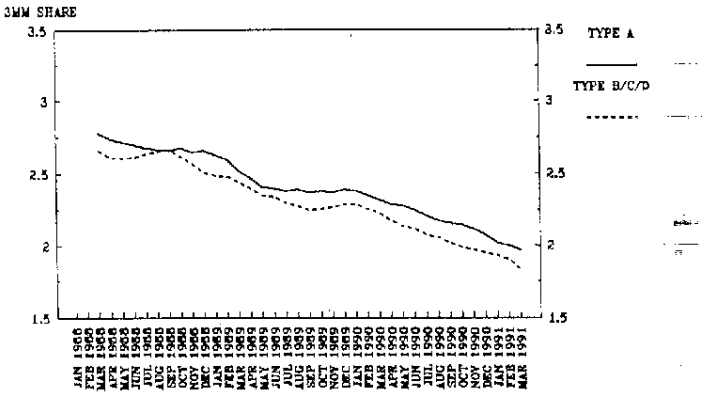
Source: https://www.industrydocuments.ucsf.edu/docs/kndn0004

SHARE DEVELOPMENT BY COUNTY TYPE

AMERICAN BRANDS

NEW NIELSEN

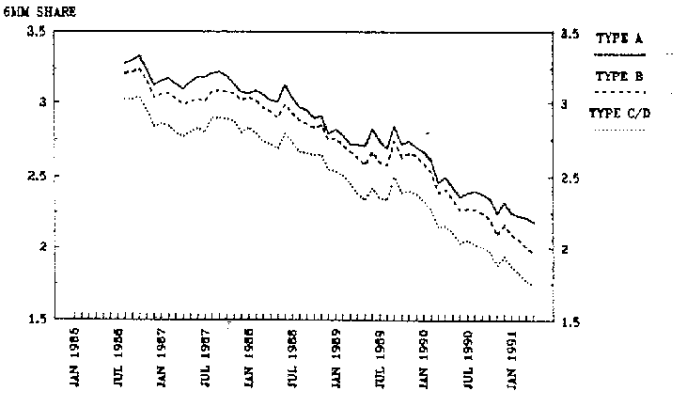
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL PALL MALL



Source: New Nielsen, 3mm Share

NNPLML.CHT

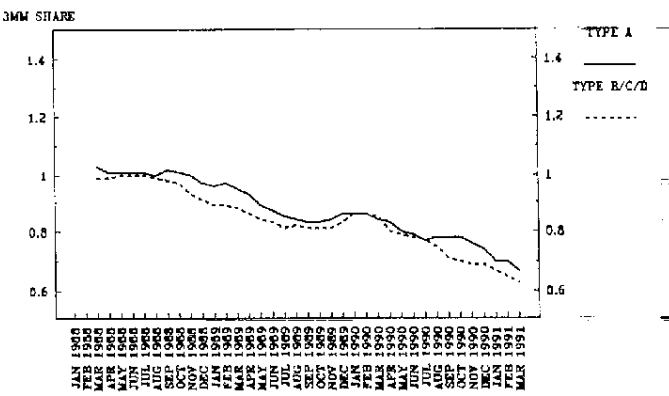
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL PALL MALL



Source: MSA Data, 6mm Share

MSAPLML.CHT

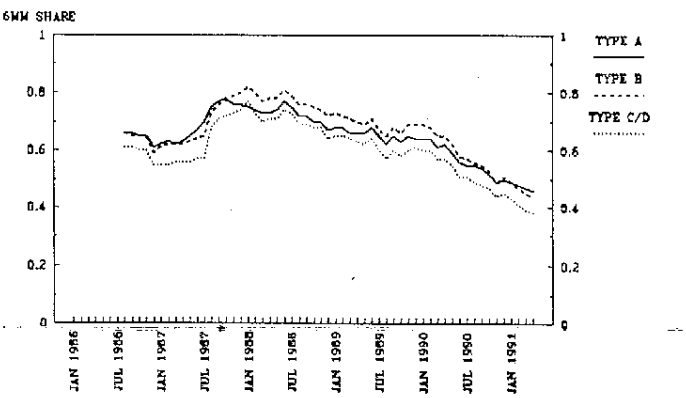
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL PALL MALL LESS NON-FILTER



Source: New Nielsen, 3mm Share

NNPLNF.CHT

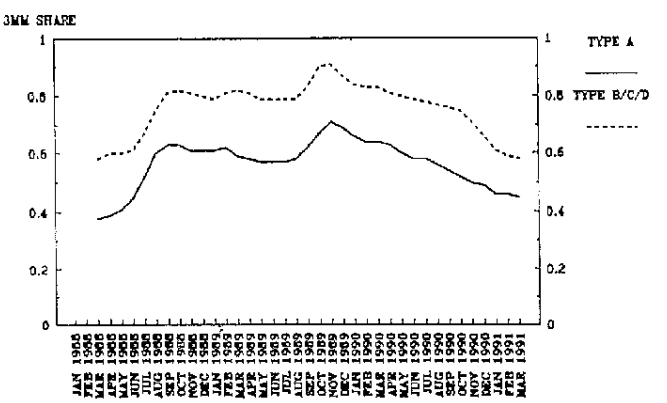
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL PALL MALL LESS NON-FILTER



Source: MSA Data, 6mm Share

MSAPLNF.CHT

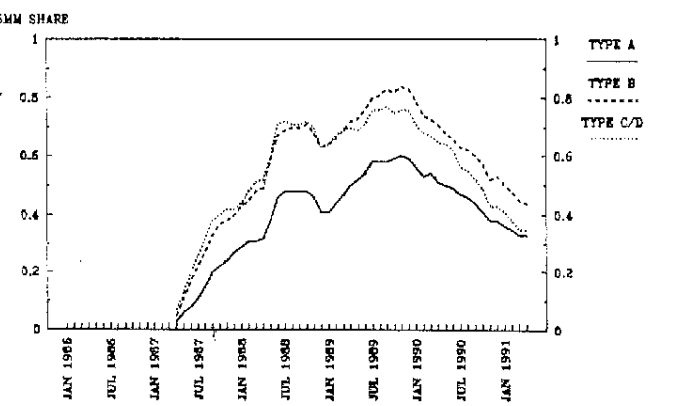
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL MALIBU



Source: New Nielsen, 3mm Share

NNMLB.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL MALIBU



Source: MSA Data, 6mm Share

MSAMLB.CHT

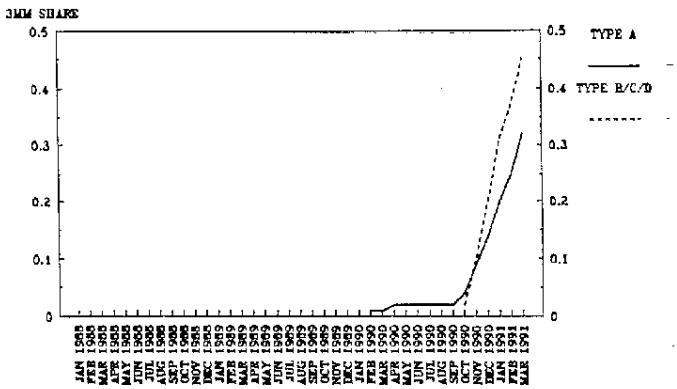
Source: https://www.industrydocuments.ucsf.edu/docs/kndn0004

SHARE DEVELOPMENT BY COUNTY TYPE

AMERICAN BRANDS

NEW NIELSEN

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL MISTY SLIMS

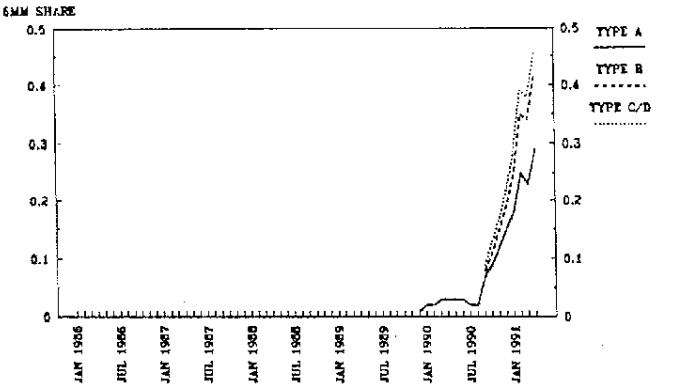


Source: New Nielsen, 3mm Share

NNMSTY.CHT

MSA

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL MISTY SLIMS



Source: MSA Data, 6mm Share

MSAMSTY.CHT

2046165509

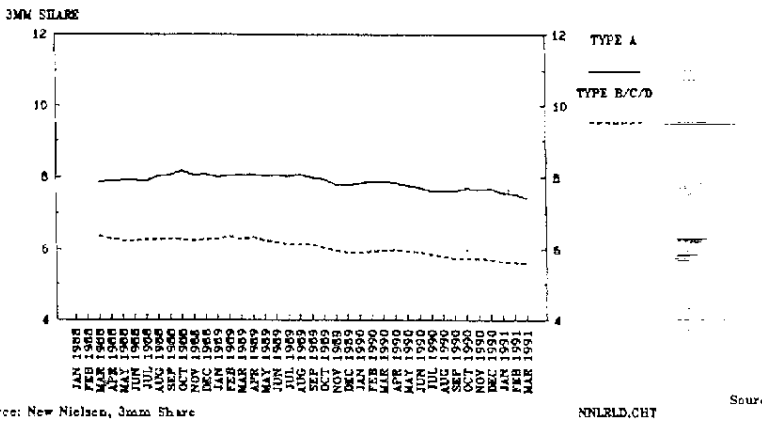
Source: https://www.industrydocuments.ucsf.edu/docs/kndn0004

SHARE DEVELOPMENT BY COUNTY TYPE

LORILLARD BRANDS

NEW NIELSEN

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
LORILLARD FULL MARGIN

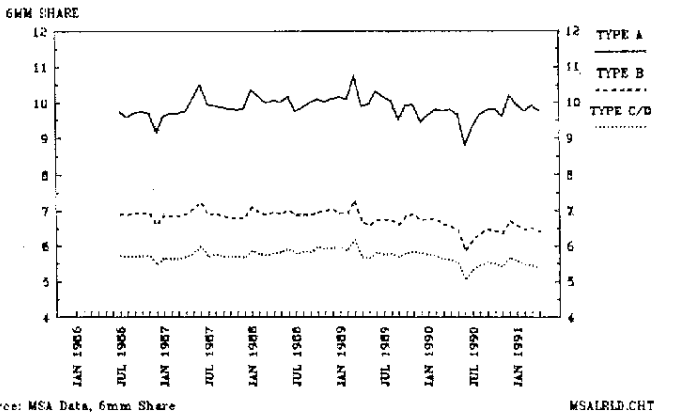


Source: New Nielsen, 3mm Share

NNLRLD.CHT

MSA

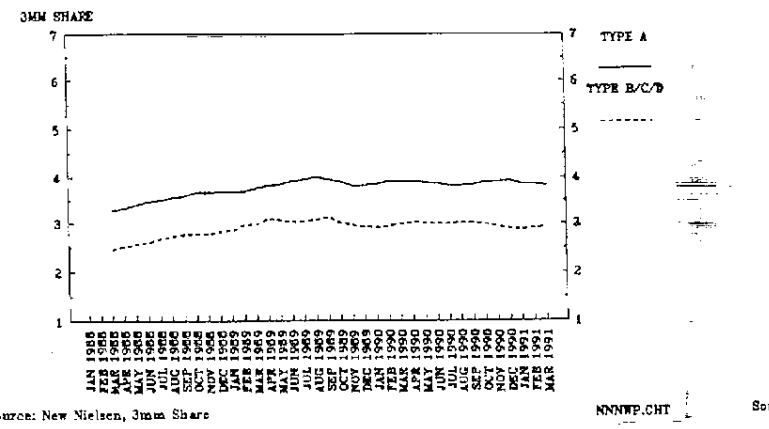
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
LORILLARD FULL MARGIN



Source: MSA Data, 6mm Share

MSALRLD.CHT

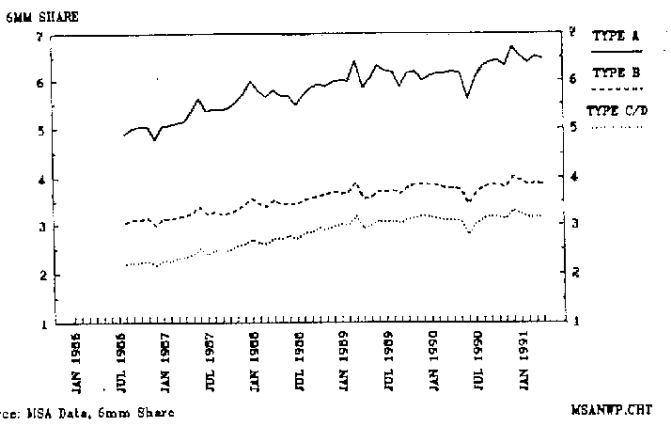
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL NEWPORT



Source: New Nielsen, 3mm Share

NNNWP.CHT

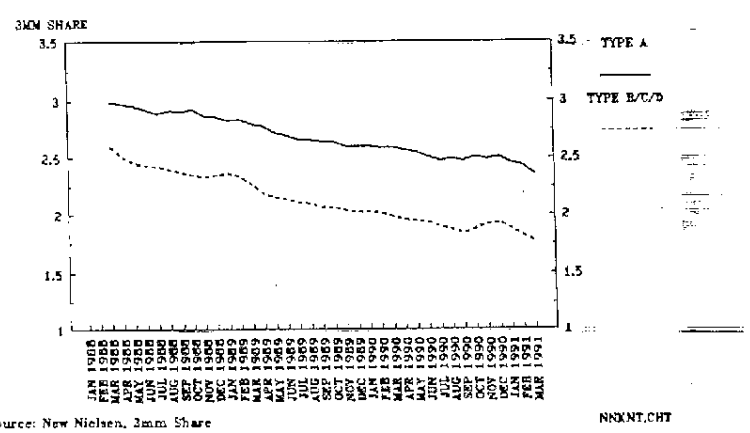
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL NEWPORT



Source: MSA Data, 6mm Share

MSANWP.CHT

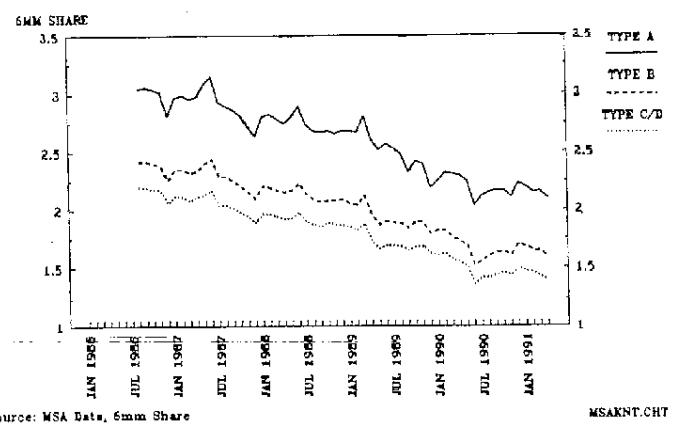
SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL KENT



Source: New Nielsen, 3mm Share

NNKNT.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL KENT



Source: MSA Data, 6mm Share

MSAKNT.CHT

2046165510

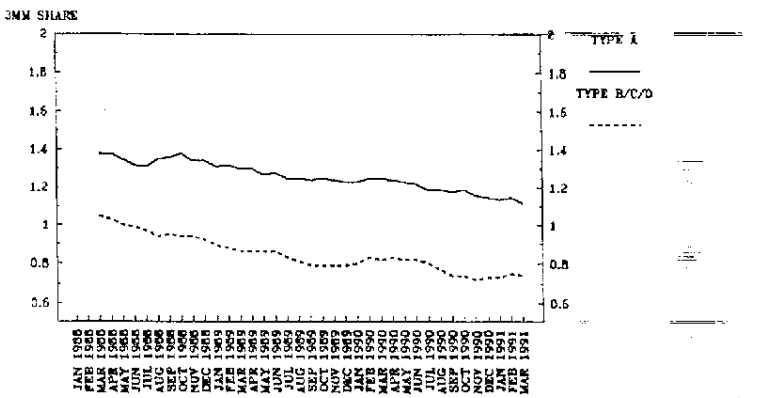
Source: https://www.industrydocuments.ucsf.edu/docs/kndn0004

SHARE DEVELOPMENT BY COUNTY TYPE

LORILLARD BRANDS

NEW NIELSEN

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL TRUE

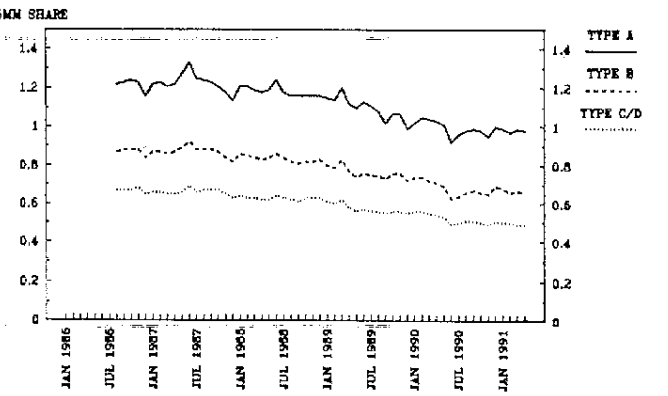


Source: New Nielsen, 3mm Share

NNTR.CHT

MSA

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL TRUE



Source: MSA Data, 6mm Share

MSATR.CHT

2046165511

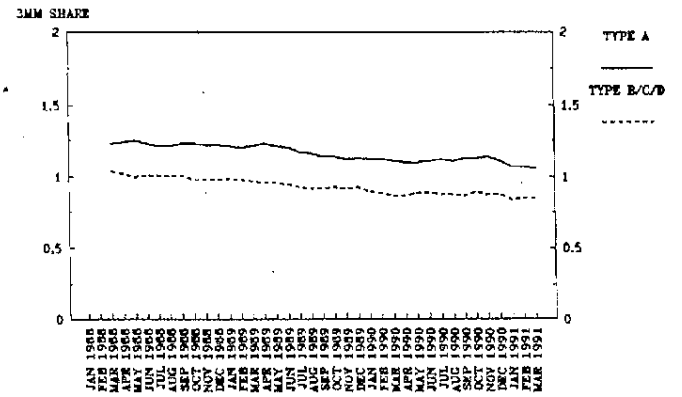
Source: https://www.industrydocuments.ucsf.edu/docs/kndn0004

SHARE DEVELOPMENT BY COUNTY TYPE

LIGGETT BRANDS

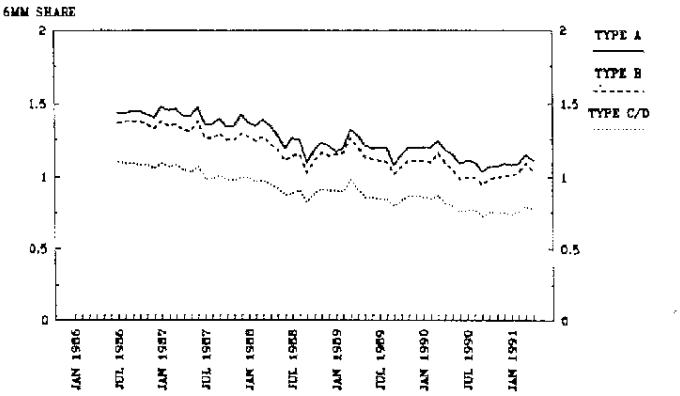
NEW NIELSEN MSA

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
LIGGETT FULL MARGIN



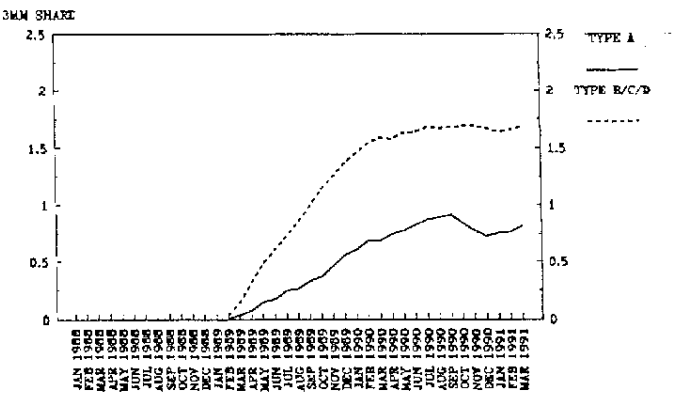
Source: New Nielsen, 3mm Share NNLGT.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
LIGGETT FULL MARGIN



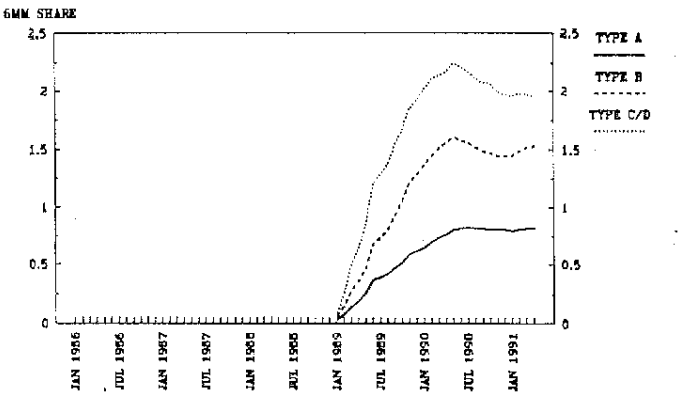
Source: MSA Data, 6mm Share MSALGT.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL PYRAMID



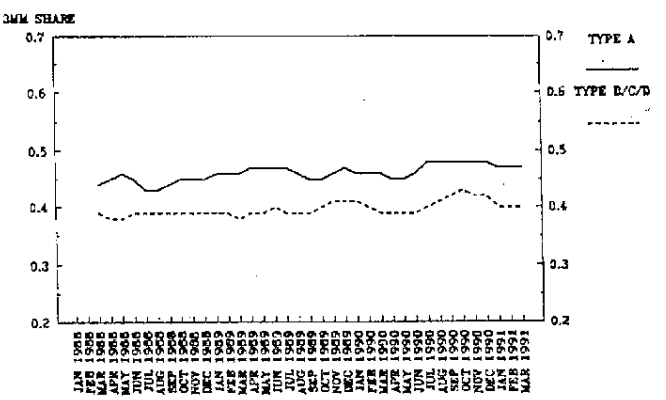
Source: New Nielsen, 3mm Share NNPYRMD.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL PYRAMID



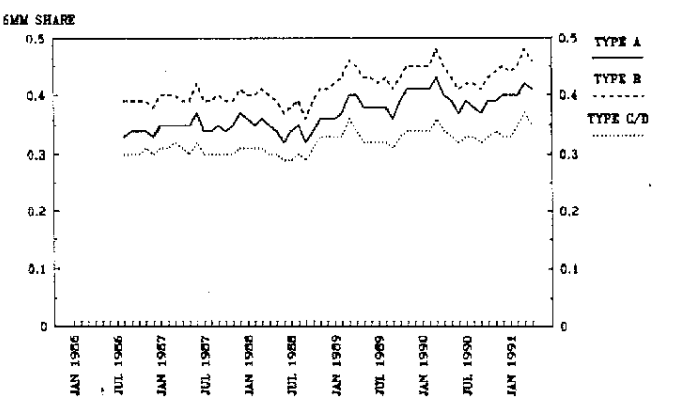
Source: MSA Data, 6mm Share MSAPYRMD.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A SECTIONS VS. TYPE B/C/D SECTIONS
TOTAL EVE



Source: New Nielsen, 3mm Share NNEVE.CHT

SHARE DEVELOPMENT BY COUNTY TYPE
TYPE A VS. TYPE B VS. TYPE C/D TRADING AREAS
TOTAL EVE



Source: MSA Data, 6mm Share MSAEVE.CHT

2046165512

Source: https://www.industrydocuments.ucsf.edu/docs/kndn0004